



MONTANA WING HEADQUARTERS
CIVIL AIR PATROL
UNITED STATES AIR FORCE AUXILIARY
PO Box 1887
Great Falls, MT 59404-1887

Updated 23 May 2008

PUBLIC AFFAIRS CRISIS COMMUNICATIONS PLAN
Calendar Year 2008

A. Crisis Communications Team

The Montana Wing Crisis Communications Team is composed of the wing's three qualified Mission Information Officers MIOs:-

1st Lt Al Nash
Mammoth Hot Springs, Yellowstone National Park, WY
Work 307-344-2010, Cell 406-223-7158, Email al@nash.org

Maj Karen Semple
Helena, MT
Work 406-465-0163, Home 406-443-3376, Cell 406-459-2124, Email karensemple.montana@gmail.com

Maj Stuart Smith
Kalispell MT
Home 406-752-5341, Cell 406-249-8788, Email smiths@montanasky.biz

B. Need for assignment of a MIO

In accordance with Section 11.b. of CAPR 190-1 (4 June 2007), appointment of a fully qualified MIO is mandatory for all CAP emergency missions lasting, or expecting to last, more than 48 hours.

C. Callout Procedures

Once a decision has been made to commit MTWG personnel to respond to an emergency situation occurring in Montana, the Wing Commander, the Vice Wing Commander, or the Chief of Staff for Operations or his/her designee (such as an Incident Commander) is directed to contact the MIO who resides nearest the location of the planned, proposed, or existing Incident Command Post or Joint Information Center.

If that MIO can not be reached or is unavailable for assignment, calls are to be made to the other MIOs in order of their proximity to the incident location until one can be reached who can commit to the assignment.

D. Roles and Responsibilities

The MIO accepting the assignment will serve as the lead MIO for the MTWG on this assignment until relieved or released.

If this is a mission where CAP is the sole or lead agency, the MIO is to contact the other qualified MTWG MIOs by phone or e-mail, notifying them of the assignment and asking them to standby for call-out if additional assistance is needed if they are available.

The MIO serves as a member of the Command Staff of the incident under the Incident Command System. Under joint or unified operations, this may require reporting to a non-CAP lead Information Officer and/or Incident Commander.

The MIO is to perform necessary duties in accordance with all MTWG, CAP and USAF policies under the direction of the Incident Commander.

E. Potential locations for Incident Command Posts, Media Centers, and Joint Information Centers

The Wing PAO will work with commanders of all MTWG squadrons during CY 2008 to research and identify the possible locations of appropriate facilities which could serve as Incident Command Posts, Media Centers, or Joint Information Centers in or near all Montana cities with a population of 5,000 or greater according to the latest U.S. Census: Anaconda-Deer Lodge, Billings/Laurel, Bozeman/Belgrade, Butte-Silver Bow, Helena, Great Falls, Kalispell, Havre, Lewistown, Livingston, Miles City, Missoula, and Whitefish.

Appropriate details and contact information regarding these facilities will be included in the CY 2009 update to this plan.

F. Crisis Scenarios and Action Plans

Each MIO is to assemble a “Go Kit” with supplies necessary to carry out the tasks necessary to perform the MIO function under a variety of circumstances. Good examples are available online at: http://www.wildfirelessons.net/documents/PIO_TOOLBOX_Final.doc

Each MIO is encouraged to have a cellular telephone, phone charger, laptop computer and portable printer.

Consideration should be given to the necessity of a tent, sleeping bag, emergency rations, water, and seasonal appropriate uniform and emergency gear.

G. Montana Primary Media Contacts

Each of the following media outlets provide at east weekday local news coverage:

Billings

The Billings Gazette	406-657-1241	citynews@billingsgazette.com
KTVQ-2 “Q2” (CBS)	406-252-5745	news@ktvq.com
KULR-8 TV (NBC)	406-656-8558	news@kulr.com
Yellowstone Public Radio	406-657-2941	jyamanaka@yellowstonepublicradio.org
KBLG Radio	406-652.8400	newsroom@kblg.com
The Associated Press	406-896-1528	mbrown@ap.org
The Northern News Network (Radio)	406-252-6661	bbennett@northernbroadcasting.com

Bozeman

The Bozeman Daily Chronicle	406-587-4491	citydesk@dailychronicle.com
KBZK-TV “Z7” (CBS)	406-922-2458	Z7tips@kbzk.com
KTVM-TV (NBC)	406-586- 0297	news@ktvm.com

Butte-Silver Bow

The Montana Standard	406-496-5510	Carmen.Winslow@lee.net
KXLF-TV (CBS)	406-496-8475	Newstips@kxlf.com
KTVM-TV (NBC)	406-593-1102	news@ktvm.com

<u>Glasgow</u>		
KLTZ-KLAN Radio	406-228-9336	kltz@kltz.com
<u>Glendive</u>		
KXGN Radio & TV	406-377-3377	newsdesk@kxgn.com
<u>Great Falls</u>		
Great Falls Tribune	406-791-6570	scthomps@greatfallstribune.com
KRTV-TV (CBS)	406-791-5475	krtvnews@krtv.com
KFBB-TV (ABC)	406-453-4370	newsroom@kfbb.com
<u>Helena</u>		
The Associated Press	406-442-7440	APMontana@ap.org
The Helena Independent Record	406-447-4070	irstaff@helenair.com
KXLH-TV (CBS)	406-457-5494	kay@kxlh.com
KTVH-TV "Beartooth NBC"	406-457-2700	news@ktvh.com
KBLL Radio	406-442-6620	jscott@cherrycreekradio.com
<u>Kalispell</u>		
The Daily Inter Lake	406-755-7000	edit@dailyinterlake.com
KCFW-TV (NBC)	406-257-1643	news@kcfw.com
K18AJ-TV (CBS)	406-756.5888	kajnews@kpax.com
KOFI Radio	406-755-6690	kofi@kofiradio.com
<u>Havre</u>		
The Havre Daily News	406-265-6795	editorial@havredailynews.com
KOJM Radio	406-265-7841	nmb@nmbi.com
<u>Hamilton</u>		
Ravalli Republic	406-363-3300	editor@ravallirepublic.com
<u>Lewistown</u>		
KXLO-KLXM Radio	406-535-3441	angie@kxlo-klcm.com
<u>Livingston</u>		
The Livingston Enterprise	406-222-2000	news@livent.net
<u>Miles City</u>		
KATL Radio	406-234-7700	katlradio@katlradio.com
<u>Missoula</u>		
The Missoulian	406-523-5240	newsdesk@missoulian.com
KPAX-TV (CBS)	406-542-4475	news@kpax.com
KECI-TV (NBC)	406-721-5642	news@keci.com
Montana Public Radio	406-243-4931	sally.mauk@umontana.edu
KGVO Radio	406-728-9300	petedeneault@gapbroadcasting.com

H. Regional and National CAP Public Affairs Contacts

Maj Stephen Blucher, Public Affairs Officer
 Civil Air Patrol Rocky Mountain Region
 Colorado Springs, CO
 Home 719-597-5683, Cell 719-338-1367, Email sblucher@juno.com

Steve Cox, Public Affairs Manager
Civil Air Patrol National Headquarters
Maxwell AFB, AL
Work 334-953-7748 ext. 251, Cell 334-296-5881, Email scox@capnhq.gov

Julie DeBardelaben, Deputy Director, Public Affairs
Civil Air Patrol National Headquarters
Maxwell AFB, AL
Work 334-953-7593, Cell 334-868-0198, Email jdebardelaben@capnhq.gov

Dan Bailey, Editor, CAP News Online
Civil Air Patrol National Headquarters
Maxwell AFB, AL
Work 334-953-7748 ext. 255, Email capnews@cap.gov

I. Select Reference Material Web Links

CAP Media Policy
http://www.cap.gov/visitors/members/public_affairs/cap_media_policy/

CAP Public Affairs Program - CAPR 190-1 (4 June 2007)
http://level2.cap.gov/documents/R190_001.pdf

CAP Notification Procedures in Case of Death, Injury, or Serious Illness - CAPR 35-2 (15 July 1998)
http://level2.cap.gov/documents/u_082203092317.pdf

CAP Emergency Services Training and Operational Missions - CAPR 60-3 (26 May 2004)
http://level2.cap.gov/documents/u_082503073358.pdf

CAP PAO Toolkit
<ftp://ftp.iqstorage.com/>

FEMA National Response Framework (NRF) Resource Center
<http://www.fema.gov/emergency/nrf/>

FEMA Emergency Support Function #15 – External Affairs
http://www.fema.gov/pdf/emergency/esf15_071806.pdf

FEMA External Affairs “Job Aids”
<http://www.learningservices.us/fema/taskbooks/showCadres.cfm?ID=4>

National Response Team – Joint Information Center Model
[http://www.nrt.org/production/NRT/NRTWeb.nsf/AllAttachmentsByTitle/A-55JIC/\\$File/JIC.pdf](http://www.nrt.org/production/NRT/NRTWeb.nsf/AllAttachmentsByTitle/A-55JIC/$File/JIC.pdf)

Distribution Via Email:

MTWG MIOs, MTWG SQ/CCs, MTWG Wing Administrator, MTWG/CSs, MTWG/CV, MTWG/CC CAP-USAF
MT State Director, RMR/PA, HQ CAP/PA